

**Neifeld Docket No:** PIP155CARR-US

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

Examiner/ArtUnit:

ENTITY STATUS: Large

Priority claims: 60/503,877, filed on 9/22/2003

37 CFR 1.97 INFORMATION DISCLOSURE STATEMENT

\_\_\_\_\_ This application is:  
\_\_\_\_\_ within 3 months of the US or 371 national stage filing date;  
XXX before first action on the merits;  
\_\_\_\_\_ after first action on the merits and before final action;  
\_\_\_\_\_ after final action;  
\_\_\_\_\_ after notice of allowance and before payment of the issue fee; or  
\_\_\_\_\_ after payment of the issue fee.

\_\_\_\_\_ The applicant is paying herewith the fee for obtaining consideration of an IDS filed after a first action on the merits.

Please consider the references cited herein.

Date signed: 8/2/2009

Signature: /BruceT.Margulies#64,175/

Printed Name: Bruce T. Margulies

Registration No. 64,175

Attorney of Record

BTM

Printed: August 2, 2009 (8:05pm)

Y:\Clients\Catalina\PIP-155-CARR\PIP155CARR-US\Drafts\IDS\_PIP155CARR-US\_7-29-2009  
.wpd